A Fourth Generation Family Business Looks Back and Ahead

Issues Will Always Exist in a Family Business: Tackling Them Is the Real Trick

The Network of Family Businesses has scheduledan on-line educational seminar with George Brown, a fourth-generation familymember and employee of Highlights for Children, Inc. The on-line seminar isscheduled for Tuesday, February 15th at 11:00 AM EST.

In a White Paper found at www.netfamilybusiness.com,George Brown outlines the issues and opportunities the Myers Family,Highlights for Children, are tackling in the journey to build and maintaintheir legacy. Their family has a goal of long-term stewardship of the familyand the business, and to pass it along to future generations. Brown statesissues and opportunities will come and go; as a family it is important to usethe tools developed over four generations to guide them. The values of thefounders, passed from generation-to-generation have become a shared set of valuesfor the family.

GeorgeBrown is Manager of Asset Services involved in the archiving and repurposing of65 years worth of content from Highlights magazine, and Highlights consumerproducts. He focuses on supporting business functions such as Internationalpartnerships, domestic licensing, permissions to re-use content, and rightsmanagement. A fourth-generation member of the family, he has worked forHighlights for Children, Inc. in a variety of roles over the past ten yearsincluding sales, planning, editorial, product development, and contentmanagement.Highlights forChildren is committed to the same values that guided the Myerses' work. Theirbelief that children experience fun and joy when they use their innatecreativity, curiosity, thinking ability, and imagination and their commitmentto the motto "Fun with a Purpose" can still be found on every page ofHighlights magazine and in an expanding family of products, from HighlightsHigh Five, aimed at children ages 2 through 6, to the games, puzzles, and craftsin book clubs such as Puzzlemania, Puzzle Buzz, and Which Way USA?

The Network of Family Businesses is an ExclusivePrivate Network with a growing community of families that have a desire to keeptheir finger on the pulse of industry trends while building their familylegacy. The Network supports Business Families in that journey with an EliteNetwork of International Renowned Experts, Innovative on-line EducationalSeminars, Information Hub of Relevant Articles, and most importantlyConnections with Family Businesses from around the world.

Registration for the On-Line Educational Seminaris available at www.netfamilybusiness.com

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